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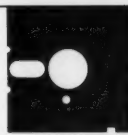
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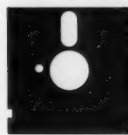
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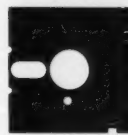
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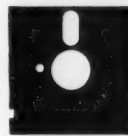
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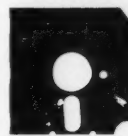
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"Themes in Action: St. Lawrence University's PR director tells how her institution put its themes to use" (marketing). Lisa M. Cania, July/August 1989, p. 22. ☐

## IN SHORT

### New additions.

You're likely to hear some new voices on the line the next time you call CASE. We've recently welcomed four staff members.

• **Alumni Administration:** Sally Burks, a graduate of Duke University, is the new program assistant for Vice President Paul Chawning. • **Operations:** Sarah Wetherston, a graduate of St. John's College (MD), joins us as the administrative assistant to Senior Vice President Virginia Carter Smith.

• **Finance and Administration:** Luz Agustin, formerly a financial assistant at International Business Forms Industries, climbs on board as an accounts receivable technician; and Patricia Harris, a graduate of Virginia Commonwealth University, is our part-time payroll clerk.

### Words from the wise.

Writers are often the first to offer advice about their craft. Well-known wordsmiths offer these valuable tips. *Maxwell Perkins:* "Just get it down on paper, and then you'll see what to do with it." *Mark Twain:* "The difference between an almost-perfect word and a perfect word is the difference between a lightning bug and lightning." *William Strunk Jr.:* "Omit needless words. Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short or that he avoid all detail and treat his subjects only in outline, but that every word tell." *Epictetus:* "If you wish to be a writer, write." *Laurence Sterne:* "Writing when properly managed . . . is but a different name for conversation."

### Handy reference.

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